

In the claims:

Following is a complete set of claims as amended with this Response.

1. (Currently Amended) A method comprising:

sending transactional information about a product or service that is for sale to consumers;

receiving a transaction request from a consumer in response to the sent transactional information, the transaction request including a transaction identifier identifying transactional information to which the transaction request is directed;

verifying the consumer from which the transaction request has been received against a first library of consumer information;

verifying information for use in a second library of business information by at least one of checking the history of the business and checking whether any complaints have been filed against the business;

verifying a business with respect to which the transaction request has been received against the second a-second library of business information by comparing the transaction identifier to a list of transaction identifiers in the second library;

sending the verified transaction request to a server system of the business with respect to which the transaction request has been received.

2. (Canceled)

3. (Original) The method of Claim 1 wherein sending transactional information comprises sending the transactional information along with broadcast data for viewing by the user.

4. (Original) The method of Claim 3 wherein sending the transactional information along with the broadcast data comprises sending using at least one of cable broadcast, satellite broadcast, very high frequency (VHF) radio frequency communication of broadcast networks, ultra high frequency (UHF) radio frequency communication of broadcast networks and a telephone/computer network interface.

5. (Original) The method of Claim 1 wherein receiving a transaction request comprise receiving a transaction request over an insecure internet connection.

6. (Original) The method of Claim 1 wherein receiving a transaction request includes receiving an identification of the consumer, an identification of a business and an identification of a product or service sold by the business.

7. (Original) The method of Claim 1 wherein receiving a transaction request includes receiving a consumer identifier identifying the consumer from which the transaction request was received and wherein verifying consumers comprises comparing the consumer identifier to a list of consumers in the first library.

8. (Canceled)

9. (Original) The method of Claim 1 wherein the first library includes credit information regarding consumers listed in the library and wherein sending the verified transaction request includes sending an identification of the consumer and credit information regarding the consumer.

10. (Canceled)

11. (Original) The method of Claim 1 wherein the second library contains at least one of the name of the business, the physical address of the business, the Internet address of the business, the phone and fax numbers of the business and products sold by the business.

12. (Original) The method of Claim 1 wherein sending the verified transaction request comprises forwarding transaction requests to a server interface to be sent to a server system of a business corresponding to the transaction request.

13. (Original) The method of Claim 1 wherein sending the verified transaction request comprises sending the verified transaction request using an encrypted internet connection.

14. (Original) The method of Claim 1 wherein sending the verified transaction request comprises sending the verified transaction request using a telephone connection.

15. (Currently Amended) A machine readable medium having stored thereon data representing sequences of instructions which, when executed by a machine, cause the machine to perform operations comprising:

sending transactional information about a product or service that is for sale to consumers;

receiving a transaction request from a consumer in response to the sent transactional information, the transaction request including a transaction identifier identifying transactional information to which the transaction request is directed;

verifying the consumer from which the transaction request has been received

against a first library of consumer information;

verifying information for use in a second library of business information by at least one of checking the history of the business and checking whether any complaints have been filed against the business;

verifying a business with respect to which the transaction request has been received against the second ~~a second~~ library of business information by comparing the transaction identifier to a list of transaction identifiers in the second library;

sending the verified transaction request to a server system of the business with respect to which the transaction request has been received.

16. (Canceled)

17. (Original) The medium of Claim 15 wherein sending transactional information comprises sending the transactional information along with broadcast data for viewing by the user.

18. (Original) The medium of Claim 17 wherein sending the transactional information along with the broadcast data comprises sending using at least one of cable broadcast, satellite broadcast, very high frequency (VHF) radio frequency communication of broadcast networks, ultra high frequency (UHF) radio frequency communication of broadcast networks and a telephone/computer network interface.

19. (Original) The medium of Claim 15 wherein receiving a transaction request includes receiving an identification of the consumer, an identification of a business and an identification of a product or service sold by the business.

20. (Original) The medium of Claim 15 wherein receiving a transaction request includes receiving a consumer identifier identifying the consumer from which the transaction request was received and wherein verifying consumers comprises comparing the consumer identifier to a list of consumers in the first library.

21. (Canceled)

22. (Original) The medium of Claim 15 wherein the first library includes credit information regarding consumers listed in the library and wherein sending the verified transaction request includes sending an identification of the consumer and credit information regarding the consumer.

23. (Original) The medium of Claim 15 wherein the second library contains at least one of the name of the business, the physical address of the business, the Internet address of the business, the phone and fax numbers of the business and products sold by the business.

24. (Original) The medium of Claim 15 wherein sending the verified transaction request comprises sending the verified transaction request using an encrypted internet connection.

25. (Original) The medium of Claim 15 wherein sending the verified transaction request comprises sending the verified transaction request using a telephone connection.

26. (Currently Amended) An electronic commerce system comprising:

- an information distributor to send transactional information to consumers;
- a first library having information related to consumers;
- a second library having information related to businesses;
- a client interface to receive transaction requests about a product or service that is for sale from consumers for which related information is stored in the first library, the transaction requests being received in response to the sent transactional information, the transaction requests including a transaction identifier identifying transactional information to which the transaction request is directed;
- a server interface to send transaction requests to server systems corresponding to businesses for which related information is stored in the second library; and
- a transaction processor to verify consumers from which a transaction request has been received through the client interface against the first library, to verify information for use in a second library of business information by at least one of checking the history of the business and checking whether any complaints have been filed against the business, and to verify businesses with respect to which a transaction request has been received against the second library by comparing the transaction identifier to a list of transaction identifiers in the second library and, after verification, to forward the verified transaction request to the server interface.

27. (Canceled)

28. (Original) The system of Claim 26 wherein the information distributor sends transactional information along with broadcast data for viewing by the user.

29. (Original) The system of Claim 26 wherein the information distributor comprises at least one of a network interface, a telephone interface, a vertical blanking interval encoder, a cable link encoder and a satellite link encoder.

30. (Canceled)

31. (Original) The system of Claim 26 wherein the transaction request includes an identification of the consumer, an identification of a business and an identification of a product or service sold by the business.

32. (Original) The system of Claim 26 wherein the transaction request includes a consumer identifier identifying the consumer from which the transaction request was received and the transaction processor verifies consumers by comparing the consumer identifier to a list of consumers in the first library.

33. (Original) The system of Claim 26 wherein the client interface receives transaction requests over an unsecured internet connection.

34. (Original) The system of Claim 26 further comprising a transaction manager, the transaction manager comprising the client interface, the server interface, the transaction processor and a storage medium interface to couple the transaction processor to the storage medium.

35. (Original) The system of Claim 26 further comprising a storage medium, wherein the storage medium comprises the first and second libraries.

36. (Original) The system of Claim 26 wherein the first library includes credit information regarding consumers listed in the library and wherein the verified transaction request includes an identification of the consumer and credit information regarding the consumer.

37. (Canceled)

38. (Original) The system of Claim 26 wherein the second library contains at least one of the name of the business, the physical address of the business, the Internet address of the business, the phone and fax numbers of the business and products sold by the business.

39. (Original) The system of Claim 26 wherein the server interface forwards the consumer information to the respective server system using encryption.